CLAIMS:

1. A device for packaging and dispensing a substance comprising:

a drive mechanism having a first part having an axis and a second part, said second part capable of rotating around said axis relative to said first part to dispense said substance, one of said first and second parts having an element which is axially stationary along said axis relative to the other of said first or second parts;

a base part in which at least part of said second part is received;

an anti-rotation element secured to said second part, wherein said anti-rotation element cooperates with said base part so as to enable said drive mechanism to move axially along said axis relative to said base part while enabling said second part to be substantially stationary in rotation relative to said base part; and

an elastically deformable member adapted for exerting a force against said drive mechanism as a downward force is exerted on said drive mechanism toward said base part.

2. A device according to claim 1, wherein said anti-rotation element includes a coupling piece fastened to said second part, said coupling piece having a non-circular cross-section.

3. A device according to claim 2, wherein coupling piece has a polygonal or oval cross-section.

4. A device according to claim 2, wherein said coupling piece includes at least one stud.

5. A device according to claim 2, wherein said coupling piece includes at least one rib.

6. A device according to claim 2, wherein said elastically deformable member is attached to said coupling piece of said anti-rotation element.

7. A device according to claim 2, wherein said elastically deformable member is integral with said coupling piece.

8. A device according to claim 1, wherein said elastically deformable member is free relative to said base part and said second part.

9. A device according to claim 1, wherein said elastically deformable member is fixed to said base part.

10. A device according to claim 1, wherein said anti-rotation element is integral with said second part.

11. A device according to claim 10, wherein said anti-rotation element and said second part are integral at a common portion, said common portion having a nonsymmetrical cross-section.

12. A device according to claim 11, wherein said common portion has a polygonal or oval cross-section.

13. A device according to claim 12, wherein said common portion includes at least one stud or rib.

14. A device according to claim 1, wherein said elastically deformable member comprises a foam.

15. A device according to claim 1, further comprising a central portion secured to said second part and a peripheral portion secured to said base part, said elastically deformable member comprising a spring attached to said central portion and said peripheral portion.

16. A device according to claim 1, further comprising a central portion secured to said second part and a peripheral portion secured to said base part, said elastically deformable member including at least one bridge, said at least one bridge interconnecting said central portion and said peripheral portion.

17. A device according to claim 1, further comprising an abutment suitable for limiting the extent to which said drive mechanism may move axially downward toward said base part.

18. A device according to claim 17, wherein said abutment is moveable.

19. A device according to claim 1, including at least one adjusting member for adjusting the deformation of said elastically deformable member.

20. A device according to claim 19, wherein said adjustment member includes a first thread, and said base part includes a second thread, wherein said first and second threads are adapted for cooperating with each other, said threads capable of being in relief of one another.

21. A device according to claim 20, wherein said base part includes at least one ramp.

22. A device according to claim 17, including an adjusting member for adjusting the deformation of said elastically deformable member, said abutment being attached to said adjustment member.

23. A device according to claim 22, wherein said abutment is integral with said adjustment member.

24. A device according to claim 1, wherein said base part includes at least one groove, said anti-rotation element includes at least one corresponding portion in relief comprising a stud or a rib configured to be capable of cooperating with said groove.

25. A device according to claim 24, wherein said base part includes an inner sleeve, and said groove comprises a slot in said sleeve.

26. A device according to claim 1, wherein said drive mechanism includes a cup supporting said substance, said cup being axially displaceable when said first part rotates relative to said second part.

27. A device according to claim 26, wherein said first part includes a helical groove and said second part includes a tubular wall including a slot, said cup including at least one stud slidably engaged in said slot, said stud having an end extending beyond said slot and engaged in said helical groove.

28. A device according to claim 26, wherein said first part includes a threaded rod and said second part includes a tubular wall, said cup being secured to said threaded rod, and

said threaded rod being adapted to cooperate with said tubular wall, said cup being adapted to slide without rotating in said first part.

29. A device according to claim 1, wherein said first part includes a threaded rod and a piston secured to said threaded rod, and said second part includes a tubular wall, said threaded rod adapted to cooperate with said tubular wall, said substance comprising a liquid, and said piston adapted to slide inside said first part so as to dispense said liquid.

30. A device according to claim 29, wherein said first part includes an applicator tip.

31. A device according to claim 30, wherein said tip is flocked.

32. An apparatus for assembling a base part to a drive mechanism comprising a first part and a second part, said second part capable of rotating relative to said first part for the purpose of dispensing a substance, said apparatus including a portion adapted to be fastened to said second part, and

an anti-rotation element for cooperating with said base part in such a manner that said drive mechanism is capable of moving axially relative to said base part while enabling said second part to be substantially stationary in rotation relative to said base part.

33. A device for packaging and dispensing a substance comprising:

a drive mechanism including a first part having an axis and a second part, said second part capable of rotating around said axis relative to said first part to dispense said substance, one of said first and said second parts having an element that is axially stationary along said axis relative to the other of said first or second parts;

a base part wherein at least part of said second part is received;

at least one male member or at least one female member secured to said second part and cooperating with said other of said at least one male member, and said at least one female member secured to said base part in such a manner as to enable said drive mechanism to move axially along said axis relative to said base part while enabling said second part to be substantially stationary in rotation relative to said base part; and

an elastically deformable member capable of exerting a force against said drive mechanism.

34. A device for packaging and dispensing a substance comprising:

a drive mechanism having a first part having an axis and a second part, said second part capable of rotating around said axis relative to said first part to dispense said substance, one of said first and said second parts having an element which is axially stationary along said axis relative to said other of said first or second part;

a base part in which at least part of said second part is received;

said second part including a non-circular symmetrical cross-section, and said base part including a corresponding non-circular symmetrical cross-section, whereby said drive mechanism can move axially along said axis relative to said base part while enabling said second part to be substantially stationary in rotation relative to said base part; and

an elastically deformable member capable of exerting a force against said drive mechanism.